



City of Arts & Innovation

News Release

FOR IMMEDIATE RELEASE:

Oct. 23, 2014

Contact:

Phil Pitchford

Intergovernmental and Communications Officer

951-826-5975

ppitchford@riversideca.gov

Riverside Named “Coolest California City” For Reducing Carbon Emissions

CoolCalifornia City Challenge featured 10 cities battling it out for environmental supremacy

RIVERSIDE, Calif. – The City of Riverside was named the state’s Coolest California City Thursday by the California Air Resources Board in recognition of Riverside’s efforts to reduce carbon emissions during the past six months through the CoolCalifornia City Challenge.

Riverside battled through most of the summer before emerging victorious at today’s Air Resources Board meeting in Diamond Bar, where awards were presented.

“It’s been a very cool last few months for Riverside,” Mayor Rusty Bailey said. “First, we were named one of the coolest cities in the country by Forbes and now we’re the Coolest California City. I know I can speak for all Riversiders when I say that we’re cool with that.”

Riverside will receive a total of \$32,950 in prize money and use that money to further efforts in “going green.” The City already has received \$17,793 of that as a result of signing up the most participants in the Challenge -- 1,170. The remaining \$15,157 will be distributed by CARB in the coming weeks.

Claremont and Rancho Cucamonga were named Cool California Cities for finishing second and third, respectively. Claremont, which signed up 503 participants, will receive a total of \$22,797, while Rancho Cucamonga, with 260 participants, will receive a total of \$9,432.

Participants logged their monthly energy data and motor vehicle miles onto an online website that determined how much carbon was being cut and calculated how many points those actions generated for each household and municipality.

All cities received a portion of \$100,000 in prize money based on the number of households that signed up by May 30, and how many points they earned at the close of the contest on Sept. 29. Funding was provided by Energy Upgrade California™, a statewide initiative to educate Californians about how to manage energy in their homes and businesses.

Participants across California saved more than 800,000 pounds of carbon dioxide, equivalent to removing more than 140 California homes from the grid or 80 automobiles from the road for a year.

“This year’s competition was impressive, engaging thousands of households and civic groups in simple actions to fight climate change, and save money at the same time,” ARB Chairman Mary D. Nichols said. “The CoolCalifornia City Challenge once again demonstrated the important role that cities play in the state’s efforts to fight climate change and move us toward a cleaner, sustainable economy.”